

## ***How to Use the Roku SDK***

Welcome to the Roku Streaming Player Software Development Kit (SDK). To get started learning how to develop a Roku Channel, we recommend starting with the **Roku Streaming Player Developer Guide**. It contains an overview of the Roku development environment and the various documents contained in the Roku SDK documentation.

## ***Channel Approval Process***

After completing development of your channel, the final step before it appears in the Roku Channel Store is to submit your channel to Roku for approval. Our goal for the Channel Approval process is to help you publish a channel that will be well received and enjoyed by a large number of Roku users. We have found that the channels that make the best first impression have the best success. A successful channel usually features good usability, a breadth of interesting content and reliable and high-quality video or audio. Roku's approval process tests basic functionality and video playback. We may make suggestions to improve the experience presented by your channel, but ultimately it is up to you to ensure that your channel is ready to roll out to the Channel Store.

Before Roku approves a Channel for release to our Channel Store, we look at the following items:

### **1) Overall quality of the channel application**

- Adherence to the Design Guidelines included in the SDK and the "Before Publishing" checklist in the Developer Guide.
- Reliability of the channel application. Please remember that this is a consumer product with higher expectations than PC applications. Your application absolutely should not crash.
- Responsiveness. Navigation should be smooth, without long pauses or waiting for screens to load. Video playback should start promptly.
- SD and HD displays. Both SD and HD art should be supplied for all of your screens. Be sure to test your Channel on both SD and HD displays.

### **2) Reliable video playback**

- The Roku Streaming Player is primarily a video device and users expect video to play reliably and smoothly every time they hit 'play'.

### **3) Video visual quality**

- This is a television experience, so users expect video quality equal to what they see on broadcast or cable TV. A 50-inch television requires higher quality video than the small screen on a mobile device. Please consider increasing resolution and/or bit rate if this is your first TV application.

### **4) Adherence to the Roku Channel Developer Agreement and Program Requirements.**

- Please review the current version posted on the developer site at <https://owner.roku.com/Developer/Home/>.

If you are submitting a channel that requires either a payment or a subscription fee, please provide Roku with a test account. If you have questions about publishing your channel, please contact us at [developer@roku.com](mailto:developer@roku.com)